

Please Review this request form for accuracy and E-Mail to:  
Coupon Coordinator (X2744)

Long Program Name: Marlboro May Offensive Direct Mail  
Drop Date: 5/1/96  
Method of Distribution: Direct Mail Solo  
Coupon Characteristics: Standard Coupon

Status	Date	Contact
Request Submitted:	3/4/96	Denise Cohen
UPC(s) Assigned:	3/6/96	Rebecca Prazak
Forwarded to Agency:	3/6/96	Rebecca Prazak
Forwarded to Finance:		
CMS System Update:		
CMF System Update:		

Component of Continuity Program  
OCR Coded  
# of UPCs Requested: 12  
UPC Size: 90%

Send film to: Leo Burnett Co.  
35 W. Wacker Dr.  
Chicago, IL 60601  
Susan Kaufman  
x4458

## UPCs Requested:

Objective	Audience	Value	Purchase Required	Expiration Date	Circulation	Redemption	POS Number	UPC Assigned
Offensive	Camel/Winston	\$3.00 off	1 carton purchase	6/30/96	200,000	2.00%	626	5 28200 12287 7 05498
Offensive	Camel/Winston	\$3.00 off	1 carton purchase	6/30/96	200,000	2.00%	627	5 28200 12287 7 05499
Offensive	Camel/Winston	\$3.00 off	1 carton purchase	6/30/96	200,000	2.00%	628	5 28200 12287 7 05500
Offensive	Camel/Winston	\$3.00 off	1 carton purchase	6/30/96	200,000	2.00%	629	5 28200 12287 7 05501
Offensive	Newport	\$3.00 off	1 carton purchase	6/30/96	100,000	2.00%	636	5 28200 12287 7 05502
Offensive	Newport	\$3.00 off	1 carton purchase	6/30/96	100,000	2.00%	637	5 28200 12287 7 05503
Offensive	Newport	\$4.00 off	2 pack purchase	6/30/96	100,000	2.00%	638	5 28200 12122 1 05504
Offensive	Newport	\$4.00 off	2 pack purchase	6/30/96	100,000	2.00%	639	5 28200 12122 1 05505
Offensive	Salem	\$3.00 off	1 carton purchase	6/30/96	100,000	2.00%	631	5 28200 12287 7 05506
Offensive	Salem	\$3.00 off	1 carton purchase	6/30/96	100,000	2.00%	632	5 28200 12287 7 05507
Offensive	Salem	\$3.00 off	1 carton purchase	6/30/96	100,000	2.00%	633	5 28200 12287 7 05509
Offensive	Salem	\$3.00 off	1 carton purchase	6/30/96	100,000	2.00%	634	5 28200 12287 7 05510

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